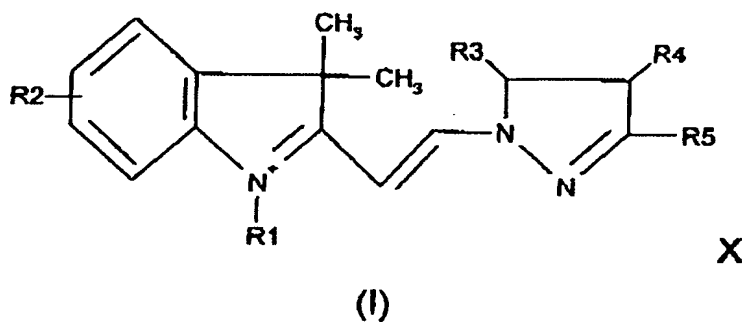


CLAIMS

1. Composition for dyeing human keratin fibres, comprising, in a suitable cosmetic medium, a 1H-pyrazolyl-ethenyl-indolium derivative of formula (I) below:



in which

- R1 represents a linear or branched C1-C4 alkyl radical or a C1-C4 aralkyl radical,
- 10 • R2 represents a hydrogen atom, a C1-C4 alkyl radical, a C1-C4 alkoxy radical, a halogen atom or a nitro group;
- R3 and R4, which may be identical or different, represent a hydrogen atom, a C1-C4 alkyl radical, an aryl radical which may be substituted with one radical R chosen from a halogen atom, a hydroxyl radical, a C1-C4 alkyl radical, a C1-C4 alkoxy radical, a carboxyl radical and a trifluoromethyl radical,
- 15 • R5 represents a hydrogen atom, a C1-C4 alkyl radical or an aryl radical that may be substituted with one radical R, and
- 20 •

- X is a counterion.

2. Composition according to Claim 1, in which R1 represents a C1-C4 alkyl radical.

3. Composition according to Claim 1, in
5 which R2 represents a hydrogen atom or an alkyl or alkoxy radical.

4. Composition according to Claim 1 or 2, in which R2 represents a hydrogen atom or a methyl or methoxy radical.

10 5. Composition according to any one of the preceding claims, in which R3 and R4 represent a hydrogen atom or an alkyl or phenyl radical.

6. Composition according to Claim 4, in which R3 represents a hydrogen atom, a methyl radical
15 or a phenyl radical, which may be substituted with one or more hydroxyl, alkoxy, methyl or chloro radicals.

7. Composition according to Claim 4, in which R4 represents a hydrogen atom or a methyl or phenyl radical, which may be substituted with one or
20 more hydroxyl, alkoxy, methyl or chloro radicals.

8. Composition according to any one of the preceding claims, in which R5 represents a hydrogen atom, an alkyl radical or a phenyl radical, which may be substituted with one or more hydroxyl, alkoxy,
25 methyl or chloro radicals.

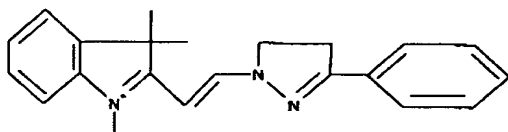
9. Composition according to any one of the preceding claims, in which R1 represents a methyl

radical, R2 represents a hydrogen atom, R4 represents a methyl radical and, when R5 represents 4-hydroxyphenyl, then R3 represents a methyl radical, when R5 represents a 4-methoxyphenyl radical, then R3 represents a

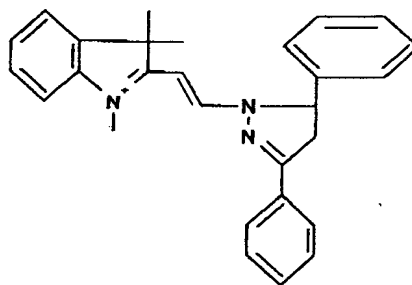
5 hydrogen atom, when R5 represents a 2-hydroxyphenyl radical, then R3 represents a phenyl radical, or when R5 represents a 4-chlorophenyl radical, then R3 represents a 2-hydroxyphenyl radical.

10. Composition according to any one of the

10 preceding claims, in which the derivative of formula (I) is chosen from:



Dye 1



Dye 2

11. Composition according to any one of the

15 preceding claims, comprising an amount of derivative of formula (I) of between 0.01% and 20% by weight relative to the total weight of the composition.

12. Composition according to any one of the

preceding claims, also comprising a compound chosen

20 from direct dyes, oxidation bases and couplers.

13. Composition according to any one of the

preceding claims, comprising at least one oxidizing agent chosen from hydrogen peroxide, urea peroxide, alkali metal bromates, persalts, peracids and oxidase enzymes.

5 14. Composition according to any one of the preceding claims, comprising at least one anionic, cationic, nonionic, amphoteric or zwitterionic surfactant, or mixtures thereof.

10 15. Composition according to any one of the preceding claims, comprising at least one additive chosen from anionic, cationic, nonionic, amphoteric or zwitterionic polymers or mixtures thereof, mineral or organic thickeners, and in particular anionic, cationic, nonionic and amphoteric polymeric associative
15 thickeners, antioxidants, penetrating agents, sequestering agents, fragrances, buffers, dispersants, conditioners volatile or non-volatile, modified or unmodified silicones, film-forming agents, ceramides, preserving agents and opacifiers.

20 16. Process for dyeing human keratin fibres, characterized in that it comprises the application to the keratin fibres of a composition as defined in any one of Claims 1 to 15.

25 17. Use of a 1H-pyrazolyl-ethenyl-indolium derivative of formula (I) as defined in any one of Claims 1 to 10, for dyeing human keratin fibres.